

PARK, RECREATION AND COMMUNITY SERVICES BOARD MINUTES

Thursday, March 10, 2011

A regular meeting of the Park, Recreation and Community Services Board was held in the Council Chambers in City Hall of Burbank 275 East Olive Avenue, Burbank, California. The meeting was called to order at 6:03 pm by Steven Ferguson, Chairperson.

ROLL CALL

Present Members Ferguson (left at 8:50), DePalo, Prouty, Layfer and Yegparian **Absent...** None
(late 6:20)

Staff Present... Director Chris Daste; Assistant Director Marisa Garcia, Deputy Directors Jan Bartolo, Gaby Flores; acting Recording Secretary Paula Ohan

PLEDGE OF ALLEGIANCE

The pledge of allegiance was recited.

WRITTEN COMMUNICATIONS

None.

APPROVAL OF MINUTES

Minutes were approved for February (passed 4-0).

ORAL COMMUNICATIONS

(there were no speakers during the regular first period of oral communications; however, Oral Communications period was reopened by Chair Ferguson after New Business item #1)

There were four speakers who addressed the Board regarding the DeBell Golf Course. Some Boardmembers responded and requested clarification from staff on several issues including golf carts, lease terms, and the bidding process.

ANNOUNCEMENTS

Upcoming events and activities were announced. A presentation was made on the Stough Canyon Nature Center. The Youth Leadership Program participants were awarded certificates of achievement.

NEW BUSINESS

1. Burbank Neighborhood Leadership Program and Burbank Youth Leadership Program Updates

Viviana Ardila, Community Resources Coordinator for *Connect with your Community (CWYC)*, explained the history of the Burbank Neighborhood Leadership Program, which stemmed from the City of Burbank's proactive attempt to revitalize Burbank's most problematic neighborhoods. CWYC, a multi-dimensional, partnership-based program that aims to build community, connect residents to everything Burbank has to offer, improve neighborhoods, encourage education, empower residents, and build healthier families and neighborhoods was born in 2005. In 2008, CWYC staff became aware that several residents who attended all of the events and would volunteer their time, were looking to become community leaders and the Burbank Neighborhood Leadership Program (BNLP) was created. CWYC connected with 2 agencies that had very similar goals: Leadership Burbank and the Burbank Unified School District. The Committee that works to coordinate the Burbank Neighborhood Leadership Program is comprised of 2 City of Burbank staff (Gaby Flores and Viviana Ardila), 3 BUSD staff (Dr. Cherise Moore, Dr. Jan Britz, and Principal Joe Stark), 5 Leadership Burbank alumni (Barry Gussow, Juan Guillen, Kathleen Hillesland, Terry Walker, Albert Hernandez and Program Facilitator—Sahar Andrade). The three agencies share common goals: to Motivate Leadership, encourage lifelong learning and personal development, and give back to the community. The Burbank Neighborhood Leadership Program is a *grassroots* program for adults that inspires leadership, encourages self-empowerment, increases neighborhood ownership, creates partnerships, creates resource experts (community leaders), builds community, and allows residents to "pay it forward". The program runs for 6 months from January through June. Students attend sessions on Team Building, Health, Education, Finance, Environmental Responsibility, Community Safety, Community Resources, and others. In these sessions, the students are also given the tools to become leaders at home, school, and in their community. There are 12 Alumni of the Class of 2009 and 11 Alumni of the Class of 2010. The third Burbank Neighborhood Leadership Class (Class of 2011) began on January 8th with fourteen students selected to participate in the program. BNLP students have done wonderful things for their community, from raising more than \$3,000 for the Family Service Agency to volunteering their time at every City event. The Class of 2011 is working on redesigning the Student Lounge at Burbank Adult School to make it a more welcoming learning space complete with a library, cubicles, and computers. Furthermore, BNLP students eagerly help get the word out on different events, programs, and activities. They are leaders in their community and truly pay it forward. The Board was invited to attend the Class of 2011 graduation on Saturday, June 4th at Woodbury University. Both current students and alumni of BNLP that were present at the Board

meeting this evening were asked to stand and be acknowledged. Three of these students (Magda Sellon, Adam Alire, and Vahag Petrossian) shared their positive experiences with the Board. Natalie Osgood, Youth Leadership Program Coordinator, spoke on the newly created Youth Leadership Program. She explained that the City has always offered youth programs geared towards youth with special interests and skills. However, there was no special program in place for those who had not yet found their niche or discovered their skills/abilities. Staff wondered how they could encourage youth (that normally would not participate in these existing programs) to find the courage to join and persuade others to do the same, which led to the creation of the Youth Leadership Program. The Committee consists of five members comprised of four City of Burbank staff (Ray Mola, Melissa Edwards, Natasha Aasadore, and Natalie Osgood) and one Burbank Neighborhood Leadership Program graduate (Ranulfo Santarriaga). The Youth Leadership Program is a fun and educational interactive opportunity that allows youth to acquire the tools that will help them navigate through the obstacles of life: Provide youth with a sense of purpose; Inspire youth to be leaders; Connect youth to everything Burbank has to offer; Pay it forward and share knowledge with others. The program is available to high school students and runs for five months from September through February. Students sessions include: Leadership 101 & Team Building; College Opportunities; City Resources; Finance Literacy; Health & Nutritional Wellness; Environmental & Social Responsibility; Community Resources; Resume Writing & Mock Interviews; and Community Projects. Students are also given the tools to become leaders at home, school, and in their community. The first Youth Leadership Program class graduated on Saturday, February 12th at Woodbury University receiving certificate of achievement from Mayor Anja Reinke. Students have done wonderful things for their community including collecting and sorting donations for the Holiday Basket Program for families in need, passing out bus tokens to the homeless, repairing bicycles for kids, and volunteering at City and neighborhood events. As a result of the program, the students are more resourceful and connected to the benefits Burbank has to offer, and their individual confidence levels have increased tremendously. Two students (Erick Peralta and Viridiana Radillo) shared their experience as part of the Youth Leadership Program.

The Board shared their thoughts and encouragement. It was clarified that the program was funded through Housing funds.

ACTION Note and File

2. Review of Proposed Fiscal Year 2010-2011 Mid-Year Appropriations and an Overview on the Fiscal Year 2011-2012 Budget Process

Paula Ohan presented information on the mid-year appropriations and Budget process. She reported that the Department's 2010-2011 mid-year requests were submitted on January 13th and approved by City Council on February 15th. Included in the Department's mid-year requests were: \$1,000 in additional funding to cover expenses associated with the 100 Best Communities for young People celebration on January 27; \$28,900 received via the Starlight Bowl Corporate Sponsorship program to the Starlight Bowl Professional Services expenditure account to off-set expenditures for the 2011 season; \$50,000 for the City wide irrigation project to offset costs (project is consistent with the Recycle masterplan and the City's sustainability goals for the use of recycled water for landscaping purposes); \$151,000 to increase the Recreation Contract services including Verdugo Park contract services (\$38,000), Ovrom Park Contract services (\$40,000) and McCambridge Contrcat Services (\$73,000). All of the contract services are revenue offset. Additional funds are needed to pay contract instructors for recreational contract classes due to higher than expected class enrollments (which led to higher than predicted payments to the contractors). Similar to last year, City Departments were given the direction to reduce their operating budgets by 5%. The Park, Recreation and Community Services Department's 5% reduction amount totaled \$598,787, which is less \$26,994 than last year. Any reductions proposed must be durable, realistic and long lasting. For the first budget deadline of February 3rd, Departments were asked to submit budget reduction scenarios, new position requests, position upgrade requests, capital outlay requests (durable goods with a useful life greater than one year such as small furniture, etc), MS&S exceptions (discretionary accounts such as training, office supplies, and equipment rentals), and new program requests. For the second budget deadline of February 17, Departments were asked to submit revenue projections, fee schedule changes, budget worksheets, and professional service agreement contract listings. During the third budget deadline of February 24, Departments were asked to submit capital improvement project sheets and their budget salary worksheets. The next budget deadline is March 24th and staff will be submitting Work Program highlights for 2010-2011, Work Program goals for the upcoming fiscal year, and budget narratives. The final budget deadline is set for mid-June and continuing appropriations (manual carryovers) will be submitted. Staff will present the budget proposal to the Board at the April meeting. In mid-May, the Department will be presenting its budget proposal to the City Council at a Budget Study Session (date not determined). The City's fiscal year 2011-2012 budget public hearing is set for June 7 and the final budget adoption is set for June 14.

In response to a Boardmember request, staff will bring the Work Program as well as an executive summary showing the department's budget cuts to the next meeting. It was clarified that an increase for contract services, resulting from higher class demand, has occurred in the past.

ACTION Note and File.

3. Golf Course Proposed Fee Increase

Ms. Bartolo presented a mid-year update on the golf fund. The maintenance and operation costs of the DeBell Golf Course, as well as the financial support for all capital improvement projects related to this facility, are completely funded by the revenue derived from the operations and its interest earned on cash deposits and investments. As of December 2010, an analysis of the Golf Fund reflected a deficit of \$760,928. The Golf Fund historically has operated with a positive cash balance. However, with the construction of the much needed and anticipated new clubhouse that began in October 2007 and was completed in January 2009, the golf fund reserves were depleted. Concurrently, the nation's economy was experiencing a downturn as the construction of the new clubhouse was completed. Staff anticipated that rounds would pick up after the clubhouse was completed, but unfortunately that was not the case. In fact, the opposite occurred with rounds of golf decreasing approximately 8% from the previous fiscal year. In the past ten years, the DeBell Golf Course experienced both a record high and low in rounds of golf played. In FY 199/2000 a record 75,164 rounds of golf were played and ironically the lowest records of rounds played occurred in FY 2009-2010 with only 56,397. During the first six months of FY 2010-2011, rounds of golf were down 11% from the same time period during the previous year. Additionally, cart revenue was down 6% and Par 3 golf revenue was down 11% during the same period. Overall, the entire golf industry has experienced a substantial decrease in the number of rounds played due to supply and demand, as there were many more golf courses built in contrast to the number of golfers. This has resulted in several public and private golf courses closing throughout the country. Reflecting the current reduction in rounds of golf played, staff has reduced the projected revenue estimates for FY 2011-2012. The conservative revenue estimate accurately reflects the revenue generated from the golf fees. Although the fund is currently in a deficit, the golf course operation is running more efficiently than it was five years ago. The rising costs of utilities, the increased depreciation costs, the lack of accumulated interest earnings and the existing debt service payment to the General Fund are key factors contributing to the funds deficit. Contributing factors also include large increases in some of the Golf Fund's expenditure accounts. The DeBell Golf Course utility account reflects an increase of 40% or close to \$100,000 in a five year period primarily due to water rate increases. Water expenditures would be an additional 15% higher if potable water were used. The DeBell Golf Course has been utilizing recycled water on the golf course, which is considered an asset for golf course maintenance as it allows staff to keep the course green and in excellent playing condition regardless of potable water restrictions. It is noted that water consumption in the past year has declined due to the good water management practices coupled with the use of a centralized irrigation controller that allows staff to track and monitor water usage. Furthermore, due to the construction of the new clubhouse, the depreciation of the old clubhouse building in 2006 was \$90069 and in June 2010 it increased to \$551,092 to reflect the new assessed valuation of the recently completed clubhouse. Additionally, construction of the new clubhouse was subsidized by the City's General Fund. This has created an annual debt payment back to the General Fund for approximately \$150,000. Since the Golf Fund balance was exhausted to build the clubhouse, the annual interest income of \$200,000-\$300,000 is no longer realized. Staff will be working in conjunction with the Golf professional and the Finance Department to develop a multi-prong approach to reverse the current status of the Golf Fund and maintain it solvent. Some potential options include: decrease expenditures, continue to promote creative marketing strategies to promote play, implement nominal fee increases where appropriate, and consider deferring the Golf Fund's loan payment to the General Fund for a period to be determined. A survey was prepared that included area competitor's fees and it showed that DeBell's fees were still low in comparison. The potential increases were discussed at the Greens Committee meetings (which is comprised of representatives from the Lady Duffers, Women's, Men's, and Men's Senior Club) and three of the four clubs were in support of the increases (with the exception of the Men's Club). Staff will provide the City Manager's office with monthly status reports on the progress of the Golf Fund along with monthly rounds of golf in an effort to monitor the fund. The Greens Committee and the Park, Recreation and Community Services Board will also be apprised of the status. Cost comparisons and the proposed rate increase sheets were provided to the Board. The average increase was between \$1-\$4, with the majority applicable to weekend rates and no increases in the senior or junior categories. The proposed increases will go forward in the budget process and if approved, would go into effect July 1, 2011. The new carts are scheduled to arrive in June, prior to the increases. Mr. Scozolla added that a local marketing firm was hired to give strategy ideas to promote the golf course and they are looking at developing social media (facebook, twitter, etc) to promote DeBell. He has also explored discounted times during week, or open play, internet search engine optimization, internet ads, and a marketing strategy session with golf staff to brainstorm ideas. His intent is to focus more on member relations with the existing clubs to create camaraderie. They are also entertaining the possibility of a "Play Golf Burbank" day where the facility would be open with free play and instruction to target to Burbank community, as well as green fee promotions. His hope is to come up with a good enough fee to entice play without devaluing the normal rate.

There was an extensive discussion among the Board and staff regarding the golf fund, golf greens fees, the competitive bidding process, Greens Committee discussions, the effective date of the proposed fee increases, golf carts types and batteries, rental agreement terms, the budget process, concessionaire issues and golf course issues. A motion was made by Mr. Layfer that the fee increases go into effect In January 2012 and seconded by Mr. DePalo (passed 3-2 with Mr. Ferguson and Mr. Yegparian opposing).

ACTION A motion was made by Mr. Layfer that the fee increases go into effect In January 2012 and seconded by Mr. DePalo (passed 3-2 with Mr. Ferguson and Mr. Yegparian opposing).

OLD BUSINESS

1. City Council Agenda Items

Mr. Daste reported on the following Agenda Items that have either been brought before Council or are scheduled for upcoming dates: February 15-Council approved request to authorize the PRCs Director to accept proposals for the replacement of playground equipment at Brace, Maple, McCambridge and Santa Anita Parks; March 1-Proclamation for Arbor Day; March 15- Present step 2 of options for bringing back the Middle School Afterschool programs, and present funding youth programs as recommended by the Youth Task Force; March 29- Request approval of a 4-year lease agreement for the carts at DeBell Golf Course, April 5-Request approval of the PSA for the Carson Park revitalization project,

ACTION Note and File.

2. Centennial Update

Ms. Flores gave a brief update on centennial activities. On March 4, Nutrition staff coordinated a lunch a longtime Joslyn patron who turned 100. The City has partnered with Habitat for Humanity to build the Centennial house (with the help of Burbank volunteers) as part of the Peyton-Grismer neighborhood which will provide homes to eight low income families. The Centennial book will be arriving mid-April and three celebrities have authored forwards for the book. They will be available online and through the City's recreational facilities. At their March 1st meeting, City Council approved proceeding with the Police-Fire Headquarters Reconstruction which will incorporate a Centennial Walkway as part of the project. The community will be able to purchase Centennial pavers (760 total) for the location at a cost of \$300 each. Staff will proceed with a marketing campaign through September with an anticipated completion date of installation in the fall. The website continues to provide updates on volunteer opportunities as well as event dates and locations.

One of the Boardmembers identified a 104 year-old community member that could also be recognized. Natalie Osgood was identified as the staff person in charge of volunteer opportunities

ACTION Note and File.

REPORTS

1. Transit Task Force- Mr. Yegparian reported that the Task Force recommended cuts in the service of bus lines.

ACTION Note and File

ADDITIONAL COMMENTS FROM AUDIENCE

None.

ADDITIONAL COMMENTS FROM BOARD AND STAFF

Mr. DePalo complimented the Department's brochures and recognized staff for creating many of them in-house.

ADJOURNMENT

The meeting adjourned at 9:08 pm.

CHAIR: _____ **Date:** _____

SECRETARY: _____ **Date:** _____